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UNITED STATES DEPARTMENT OF AGRICULTURE

AGRICULTURAL MARKETING SERVICE

MARKETING RESEARCH DIVISION

RESEARCH CONDUCTED AT FIELD LOCATIONS



November 1957

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FOREWORD

Employees of the Marketing Research Division are engaged in research directed toward the development of expanded markets for agricultural products, reduction of losses from waste and spoilage, and reduction of marketing costs through improved marketing efficiency and organization.

A substantial portion of our research is conducted at field locations. Much of this is in cooperation with Land-Grant Colleges and with other public and private agencies. On October 31, 1957, 237 full-time employees, or approximately 37 percent of the Division staff, were stationed at 58 field locations in 31 States and the Territory of Hawaii. The scope of activities or projects which are being conducted at these field locations is significant.

The range of marketing research problems is so wide that each of us must give primary attention to some particular phase of the program. We should, however, keep in mind the over-all task of our Division. We should recognize and accept the "team" approach as an available and efficient tool in solving marketing problems. This approach may involve an exchange of ideas or findings of two engineers working with different commodities. It may involve an entomologist and an engineer, or an economist and a horticulturist working with the same commodity or problem. The ultimate in the team approach, of course, brings to bear upon one commodity or problem the full resources of all disciplines which may be involved.

The purpose of this pamphlet is to provide an indication of the types of activities and projects conducted at field locations, with the name and address of the officer immediately responsible for the research. It is hoped that it may serve as a useful reference in the development and improvement of organizational relationships throughout the Division. Locations designated as Field Stations for administrative purposes are identified by an asterisk.


Harry C. Trelogan, Director
Marketing Research Division

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ARIZONA

Market Organization and Costs

Arthur L. Roberts, Agric. Economist,
Acting in Charge

Economics of cotton ginning.

* Barrack T-8, University of Arizona
P. O. Box 4127
Tucson, Arizona

Telephone: 4-8181, Ext. 405

Norman G. Wright, Agent
Dept. of Agricultural Economics
University of Arizona
Tucson, Arizona

Economics of marketing live-
stock and livestock products.

Telephone: Main 4-8181

Biological Sciences

Garth H. Spitler, Entomologist in
Charge

Control of khapra beetle in
stored grain and seed, in
mills and warehouses.

* Room 2, Post Office Building
Mesa, Arizona

Telephone: WOODland 4-4227

CALIFORNIA

Market Organization and Costs

Charles D. Jackson, Economist
Acting in Charge

* Box 89
Room 212, Post Office Building
Berkeley, California

Telephone: ASHberry 3-5100

Economics of cost, distribution, etc., of marketing farm products.

Robert E. Olson, Economist
Box 89
Room 212, Post Office Building
Berkeley, California

Telephone: ASHberry 3-5100

Secretary, Western Agricultural Economics Research Council.

Biological Sciences

Elmer L. Mayer, Entomologist in
Charge

* 1731 West Bullard Avenue
Fresno 4, California

Telephone: BALdwin 7-3624

Cooperative studies on the khapra beetle with the California Department of Agriculture.

Perez Simmons, Entomologist in
Charge

* 1731 West Bullard Avenue
Fresno 4, California

Telephone: BALdwin 7-3624

Control of insects in dried fruits and dry beans and peas.



CALIFORNIA - continued

Biological Sciences - continued

John M. Harvey, Plant Pathologist
in Charge

* 2021 South Peach Avenue
Fresno, California

Telephone: CLinton 5-0203

Handling, transportation, and
post-harvest diseases of de-
ciduous fruits, vegetables,
and other horticultural
crops.

Edward M. Harvey, Plant Physi-
ologist in Charge

* Room 209, Federal Building
440 South Thomas Street
P. O. Box 200
Pomona, California

Telephone: LYcoming 2-5061

Handling, transportation, and
storage of citrus, dates and
other subtropical fruits.

Market Development

Robert V. Enochian, Agric. Econ-
omist in Charge

800 Buchanan Street
Albany, California

Telephone: BALdwin 9-1960

Economics of new, expanded
and alternative uses for farm
products.

COLORADO

Market Organization and Costs

Harold H. Abel, Agric. Economist
in Charge

* 316 - D, New Custom House
19th & Stout Streets
Denver 2, Colorado

Telephone: KEystone 4-4151
Ext. 611

Research to increase efficiency of livestock marketing.

CONNECTICUT

Market Organization and Costs

David A. Clarke, Jr., Agric. Economist in Charge

* 335 Prospect Street
New Haven, Connecticut

Telephone: SPruce 7-7619

Marketing of milk products in the Northeastern region.

Raymond O. P. Farrish, Agent
Dept. of Agricultural Economics
Agricultural Experiment Station
Storrs, Connecticut

Factors affecting output, size, costs and location of large poultry processing plants in Southern New England.

FLORIDA

Market Organization and Costs

George L. Capel, Agric. Economist
in Charge
* Room 150, McCarty Hall
University of Florida
Gainesville, Florida

Telephone: FRanklin 6-3261
Ext. 255

Costs and efficiency in packing and handling of citrus fruits and vegetables.

Louis V. Dixon, Agric. Economist
in Charge
Dept. of Agricultural Economics
University of Florida
Gainesville, Florida

Telephone: FRanklin 6-3261
Ext. 255

Efficiency of pricing mechanism for slaughter cattle and hogs in Florida.

Biological Sciences

Thurman T. Hatton, Jr., Horticulturist
in Charge
* 13601 Cutler Road
Miami 56, Florida
(Substation of Orlando)

Telephone: PErring 7-6591

Handling, storage and transportation of avocados and mangoes.

John R. Winston, Horticulturist in
Charge
* 2120 Camden Road
Orlando, Florida

Telephone: GArden 3-9831

Handling, transportation, and post-harvest diseases of citrus, vegetables, and subtropical fruits.

FLORIDA - continued

Biological Sciences - continued

Paul L. Harding, Plant Physiologist
in Charge

* 2120 Camden Road
Orlando, Florida

Telephone: GArden 3-9831

Storage, physiology, maturity and quality evaluation of citrus.

Transportation and Facilities

Earl K. Bowman, Indust. Engineer
in Charge

* P. O. Box 3534, University Station
Gainesville, Florida

Telephone: FRanklin 2-0540

Development of more efficient work methods and equipment and design of improved packinghouse facilities for off-farm handling of citrus fruits, vegetables, and early crop potatoes.

GEORGIA

Biological Sciences

Hamilton Laudani, Entomologist
in Charge

- * Old Fair Grounds
Route 17-A, South
Savannah, Georgia

Telephone: 4-0061

Insect control in industrial establishments and protection of manufactured products from insect attack.

Delmon W. LaHue, Entomologist
in Charge

- * Coastal Plain Experiment Station
Tifton, Georgia

Telephone: 1147

Control of insects in stored corn and peanuts in Southeastern Coastal Plains Region.

Transportation and Facilities

Lloyd L. Smith, Agric. Engineer
in Charge

- * Barrow Hall
University of Georgia
Athens, Georgia

Telephone: LIberty 3-2511
Ext. 354

Improved work methods, equipment, and facilities for off-farm handling, conditioning and storage of grain and seed.

GEORGIA - continued

Transportation and Facilities - continued

Rex E. Childs, Indust. Engineer
in Charge

Increased efficiency of poultry processing plants.

* Barrow Hall
University of Georgia
Athens, Georgia

Telephone: LIberty 3-2511
Ext. 354

HAWAII

Market Organization and Costs

Wendell Calhoun, Agric. Economist
in Charge

* Dept. of Agricultural Economics
University of Hawaii
Honolulu, Hawaii

Telephone: 9-0551
Ext. 239

Influence of various economic forces on the efficiency and costs of marketing, on trade channels, and on marketing practices and policies for various agricultural commodities.

ILLINOIS

Market Organization and Costs

Sheldon W. Williams, Agent
305 Mumford Hall
Dept. of Agricultural Economics
University of Illinois
Urbana, Illinois

Telephone: 7-6611
Ext. 2487

Marketing of dairy products
in North Central Region.

Charles Glenn, Agric. Economist
in Charge

* 102 1/2 South 4th Street
Watseka, Illinois

Telephone: Watseka 817

Economics of storing and
conditioning CCC-owned
grain at bin sites.

Biological Sciences

Glen B. Ramsey, Pathologist in
Charge

* 5630 Ingleside Avenue
Chicago 37, Illinois

Telephone: Midway 3-0625

Handling, transportation, and
storage of fruits and vegeta-
bles, with particular refer-
ence to diseases that cause
spoilage during transit and
on the market.

James K. Quinlan, Entomologist
in Charge

* 102 1/2 South 4th Street
Watseka, Illinois

Telephone: Watseka 817

Control of insect infestation
in CCC-owned grain stored
at bin sites.

Transportation and Facilities

Herman F. Mayes, Agric. Engineer
in Charge

* 102 1/2 South 4th Street
Watseka, Illinois

Improved handling, conditioning, and storing of CCC-owned grain at bin sites.

Telephone: Watseka 8 17

INDIANA

Market Organization and Costs

Mary C. Schlott, Agent
c/o Dr. Cleo Fitzsimmons
Dept. of Home Management &
Family Economics
Purdue University
Lafayette, Indiana

Research on importance of
sales of nonfat items in gro-
cery stores.

Transportation and Facilities

George H. Foster, Agric. Engineer
in Charge
* 312 Agric. Engineering Building
Purdue University
Lafayette, Indiana

Telephone: 92-2432

Improved work methods,
equipment, and facilities for
off-farm conditioning, han-
dling, and storage of grain
and seed.

James C. Taylor, Indust. Engineer
in Charge
* 311 Agric. Engineering Building
Purdue University
Lafayette, Indiana

Telephone: 92-2432

Increased efficiency of dairy
plants.

KANSAS

Biological Sciences

Herbert H. Walkden, Entomologist
in Charge

* 520 N. Juliette Street
P. O. Box 191
Manhattan, Kansas

Telephone: PRescott 8-2535

Control of insects in stored grains.

Transportation and Facilities

Gerald L. Kline, Agric. Engineer
in Charge

* Agric. Engineering Department
Kansas State College
Manhattan, Kansas

Telephone: PRescott 8-3700

Improved work methods, equipment, and facilities for off-farm conditioning, handling, and storage of grain and seed.

LOUISIANA

Market Development

Frank D. Barlow, Jr., Agric. Economist in Charge
1100 Robert E. Lee Blvd.
New Orleans, Louisiana

Telephone: FAirview 1441

Economics of new, expanded and alternative uses for farm products.

MAINE

Biological Sciences

Harvey V. Toko, Plant Pathologist
in Charge
* Maine Potato Handling Research
Center
Box 532
Presque Isle, Maine

Telephone: 2-8281

Improved work methods,
equipment, and facilities for
handling, storing, and trans-
porting potatoes including
effects on quality.

Transportation and Facilities

(Vacancy)
Maine Potato Handling Research
* Center
Box 532
Presque Isle, Maine

Telephone: 2-8281

Improved work methods,
equipment, and facilities for
handling and storing
potatoes.

MARYLAND

Biological Sciences

Charles S. Fenn, Agent
Horticulture Department
University of Maryland
College Park, Maryland

Telephone: WArfield 7-3800
Ext. 357

Objective quality evaluation
of asparagus.

MASSACHUSETTS

Market Organization and Costs

Elmar Jarvesoo, Agent
Dept. of Agricultural Economics
University of Massachusetts
Amherst, Massachusetts

Marketing practices and
channels for horticultural
specialty crops.

Telephone: ALpin 3-3411
Ext. 493

MICHIGAN

Biological Sciences

Methodius S. Sefcovic, Agent
Agric. Engineering Department
Michigan State University
East Lansing, Michigan

Methods, equipment, and fa-
cilities for conditioning,
handling, preparing for mar-
ket, and storing dry beans
and peas.

Telephone: ED 2-1511
Ext. 2395

Transportation and Facilities

John S. Perry, Agric. Engineer
in Charge
* Agric. Engineering Department
Michigan State University
East Lansing, Michigan

Improved methods, equip-
ment, and facilities for con-
ditioning, handling, prepar-
ing for market, and storing
dry beans and peas.

Telephone: ED 2-1511
Ext. 2395



MINNESOTA

Market Organization and Costs

William M. Manion, Agric. Economist in Charge

* 1405 Post Office & Customs Bldg.
St. Paul, Minnesota

Telephone: CA 2-8011
Ext. 387

Marketing of flaxseed, oilseeds, fats and oils and related commodities.

Biological Sciences

Herbert Findlen, Horticulturist in Charge

* Red River Valley Potato Research Center

P. O. Box 113
East Grand Forks, Minnesota

Telephone: 3-1175

Improved work methods, equipment, and facilities for handling, storing and transporting potatoes including effects on quality.

Transportation and Facilities

Alfred D. Edgar, Agric. Engineer in Charge

* Red River Valley Potato Research Center

P. O. Box 113
East Grand Forks, Minnesota

Telephone: 3-1175

Improved work methods, equipment, and facilities for handling and storing potatoes.

Paul F. Shaffer, Agric. Mktg. Spec. in Charge

* P. O. Box 1128
c/o Red Owl Stores
Minneapolis, Minnesota

Telephone: West 8-2741

Improved methods, operating practices, equipment, materials, and layout for wholesaling and retailing farm and food products.



MISSISSIPPI

Market Organization and Costs

Floyd L. Corty, Agent
Dept. of Agricultural Economics
Agric. Experiment Station
P. O. Box 1497
State College, Mississippi

Telephone: STarkville 900
Ext. 217

Regional studies in dairy
marketing.

John E. Ross, Agric. Economist
in Charge

* P. O. Box 127
U. S. Cotton Laboratory
Stoneville, Mississippi

Telephone: LEland 868 or 683

Efficiency of cotton market-
ing and pricing including
economics of ginning.

Biological Sciences

Edward H. Shanklin, Cotton Technol-
ogist in Charge

* P. O. Box 218
U. S. Cotton Laboratory
Stoneville, Mississippi

Telephone: 682

Development of new and im-
proved methods and equip-
ment for measurement of
cotton fiber properties.

MISSOURI

Market Organization and Costs

Charles A. Cramer, Agent
Dept. of Agricultural Economics
University of Missouri
Columbia, Missouri

Marketing of livestock in the
North Central Region.

Telephone: Gibson 2-6149

NEW HAMPSHIRE

Market Organization and Costs

George B. Rogers, Economist in
Charge

* Dept. of Agricultural Economics
University of New Hampshire
Durham, New Hampshire

Operations of small poultry
slaughtering plants.

Telephone: 301

NEW JERSEY

Market Organization and Costs

David J. Burns, Agent
Dept. of Agricultural Economics
Agricultural Experiment Station
New Brunswick, New Jersey

Telephone: CHarter 7-1766
Ext. 7305

Marketing of fruits and
vegetables in the Northeast.

Transportation and Facilities

* Martin Leiman, Agric. Mktg. Spec.
in Charge
163 Shaw Avenue
Irvington, New Jersey

Telephone: WAverly 3-9660

Improved methods, operating
practices, equipment, etc.,
for wholesaling and retailing
farm and food products.

NEW MEXICO

Market Organization and Costs

Amos D. Jones, Agent
c/o H. R. Stucky
Dept. of Agricultural Economics
New Mexico College of Agriculture
and Mechanic Arts
State College, New Mexico

Adequacy and efficiency of
warehouse and related
services for wool and mo-
hair.

NEW YORK

Market Organization and Costs

Arthur D. Jeffrey, Agent
Dept. of Agricultural Economics
215 Warren Hall
Cornell University
Ithaca, New York

Production-consumption balance, and efficient utilization of milk from non-fluid uses in the Northeastern milkshed.

Biological Sciences

Bernard A. Friedman, Plant Pathologist in Charge

* Room 1022
641 Washington Street
New York, New York

Telephone: WAtkins 4-1000
Ext. 222 - 223

Handling, transportation and storage of fruits and vegetables, with particular reference to diseases that cause spoilage during transit and on the market.

Transportation and Facilities

Arthur H. Bennett, Agric. Engineer in Charge

* Long Island Vegetable Research Farm
Riverhead, L. I., New York

Telephone: PArk 7-3595

Research to improve storage of intermediate crop potatoes.

NORTH CAROLINA

Market Organization and Costs

Roy G. Stout, Agent
Dept. of Agricultural Economics
No. Car. Agric. Experiment Station
Raleigh, North Carolina

Regional research in marketing of livestock in the Southern Region.

Telephone: TEmple 4-5211
Ext. 359

Biological Sciences

James W. Dickens, Agent
North Carolina State College
Agric. Engineering Department
Raleigh, North Carolina

Research on the development of methods and equipment to aid in the grading of peanuts.

Telephone: TEmple 4-5211

Leaton J. Kushman, Plant Physiologist in Charge
Department of Horticulture
* Kilgors Hall
No. Car. Agric. Experiment Station
Raleigh, North Carolina

Handling, transportation, and storage of fruits, vegetables, and other horticultural crops.

OHIO

Market Organization and Costs

Richard R. Newberg, Agent
Dept. of Agricultural Economics
& Rural Sociology
Ohio State University
Columbus, Ohio

Telephone: AX 9-3148
Ext. 749

Marketing of livestock in the North Central Region with emphasis on the changing patterns of livestock markets in the corn belt.

OREGON

Market Organization and Costs

Harvey M. Hutchings, Agent
Dept. of Agricultural Economics
Oregon State College
Corvallis, Oregon

Competitive position of the Western states in marketing frozen fruits and vegetables, with special emphasis on inter-regional competition in pea processing.



PENNSYLVANIA

Transportation and Facilities

Dale L. Anderson, Agric. Mktg. Spec.
in Charge
* U. S. Dept. of Agriculture
c/o Penn Fruit Company
Box 6122
Philadelphia 15, Pa.

Improved methods, operating practices, equipment, materials, and layout for wholesaling and retailing farm and food products.

Telephone: ORchard 3-3500

Market Development

Morris W. Sills, Agric. Economist
in Charge
600 East Mermaid Lane
Philadelphia, Pa.

Economics of new, expanded and alternative uses for farm products.

Telephone: CHestnut Hill 7-5800
Ext. 212

TENNESSEE

Market Organization and Costs

Willie S. Hutson, Economist in Charge
* Dept. of Agricultural Economics
University of Tennessee
Knoxville, Tennessee

Regional research in the marketing of poultry in the Northeast Region.

Telephone: 4-2981
Ext. 625

TEXAS

Market Organization and Costs

Billy Byrd Crumley, Agent
Cotton Economic Research
P. O. Box 8020, University Station
Austin, Texas

Telephone: Greenwood 2-7501

Costs and associated problems of cotton shippers in marketing raw cotton.

Wayne W. Clark, Agent
Dept. of Agricultural Economics
Texas A&M College
College Station, Texas

Telephone: VI 6-5701

Costs and practices in marketing fruits and vegetables.

L. P. Gabbard, Agent
Dept. of Agricultural Economics
Texas A&M College
College Station, Texas

Telephone: Victor 6-5701
Ext. 77

Adequacy and efficiency of warehousing and related services for wool and mohair.

Biological Sciences

Raymond A. Stermer, Agric. Engineer
in Charge
* Dept. of Agricultural Engineering
Texas A&M College
College Station, Texas

Telephone: Victor 6-5767

Development of methods and equipment for the detection and control of insects with electromagnetic energy.

TEXAS - continued

Biological Sciences - continued

Harry W. Schroeder, Grain Technologist in Charge

- * Dept. of Agricultural Engineering
Texas A&M College
College Station, Texas

Telephone: VIctor 6-5767

Investigations of microbiological and physiological changes in rough rice during drying and storage.

Howard B. Johnson, Plant Pathologist in Charge

- * P. O. Box 1425
Lon Hill Park
Harlingen, Texas

Telephone: GARfield 3-4228

Handling, storage, and transportation of citrus fruits, vegetables, and other horticultural crops.

Hobart P. Boles, Entomologist in Charge

- * 8100 Cypress Street
Houston 12, Texas

Telephone: WALnut 8-3012

Prevention of insect infestation in stored rice.

Transportation and Facilities

Reed S. Hutchison, Agric. Engineer in Charge

- * Dept. of Agricultural Engineering
Texas A&M College
College Station, Texas

Telephone: VIctor 6-5916

Improved work methods, equipment, and facilities for off-farm conditioning, handling and storage of rice and sorghum grain.

TEXAS - continued

Transportation and Facilities - continued

Donald R. Hammons, Indust. Engi-
neer in Charge

* Dept. of Agricultural Economics
Texas A&M College
College Station, Texas

Research to increase the
efficiency of livestock
slaughter plants.

Telephone: Victor 6-5701

VIRGINIA

Market Organization and Costs

Albert W. Graybill, Agent
Dept. of Agricultural Economics
University of Virginia
Blacksburg, Virginia

Research to improve the
usefulness of livestock mar-
keting information in the
South.

Biological Sciences

Griffin L. Phillips, Entomologist
in Charge

* c/o James River Reserve Fleet
Lee Hall, Virginia

Telephone: 2051

Procedures to prevent or
control insect infestation in
CCC-owned wheat stored in
the Reserve Fleets.

Joseph N. Tenhet, Entomologist
in Charge

* 900 N. Lombardy Street
Richmond 20, Virginia

Telephone: 6-7051 Ext. 31

Insect control in stored to-
bacco and tobacco products.

WASHINGTON

Biological Sciences

Harold A. Schomer, Plant Physiologist in Charge

- * Room 103, Post Office Annex
P. O. Box 99
Wenatchee, Washington

Telephone: NOrmandy 2-5903

Handling, transportation, storage, and post-harvest diseases of fruits, vegetables, and other horticultural crops.

Transportation and Facilities

(Vacancy)

- * Room 103, Post Office Annex
P. O. Box 99
Wenatchee, Washington

Telephone: NOrmandy 2-5903

Improving the storage equipment and facilities for apples and other tree fruits.

Peter G. Chapogas, Agric. Economist in Charge

Room 214

- * Larson Andrews Building
212 1/2 East A Street
Yakima, Washington

Telephone: GLencourt 2-9833

Prepackaging of various deciduous fruits.

WEST VIRGINIA

Market Organization and Costs

Kenneth D. McIntosh, Agent
Dept. of Agricultural Economics
University of West Virginia
Morgantown, West Virginia

Telephone: 3411

Regional research in the
marketing of livestock in the
Northeast Region.

WISCONSIN

Biological Sciences

Frederick O. Marzke, Entomologist
in Charge

* 104 King Hall
University of Wisconsin
Madison, Wisconsin

Telephone: ALpine 5-3311
Ext. 2774

Prevention of insect and
mite damage to dairy prod-
ucts.



